"MAKING CALCULATED MOVES"

ANTIOCH RETAIL SEMINAR

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Retail SWOT Analysis

S StrengthsW WeaknessesO OpportunitiesT Threats

Retail SWOT Analysis

Information Sources Used in Assessment:

- □ 3 Undisclosed Site Visits to Downtown
- Downtown Antioch Retail Stakeholders' Survey
- □ Interviews with Select Retail Stakeholders
- Review of Antioch Demographics & Route 83
 Corridor Study

Strengths of Downtown Antioch

- □ Mid-century, quaint, hometown feeling
- Unique stores and restaurants
- □ Friendly, personalized service

Top 3 Downtown Assets Cited in Stakeholders' Survey

- Quaint Stores and Restaurants
- 2. Friendly Service
- 3. Hometown Feeling

Mid-Century, Quaint, Hometown

- □ Eclectic historical architecture
- □ "Norman Rockwell" hometown feeling
- Quaint small shops and restaurants

Unique Stores & Restaurants

The Downtown Antioch Shopping District offers enough unique, "non-chain" stores and restaurants to provide a satisfying experience to a local customer or visitor. Some examples are:

- Hannah's Home Accents
- JJ Blinkers
- Infini-tea
- Pickard China
- Café Book
- BJ's Fashions for Men & Sports

Friendly, Personalized Service

- #1 Comment reported in survey as to why customers like to frequent the Antioch Downtown Shopping District.
- □ All site visits supported this. Most owners are on-site and take pride in personally assisting customers.
- □ Reinforces the feeling of "Norman Rockwell" character and charm of the Village.

Weaknesses of Downtown Antioch

- Aesthetics
- Accessibility
- Business Practices

Aesthetics

- □ Signage
- Streetscape
- □ Rear building exposures in main parking lots
- □ Lack of unique focal point or landmark to market Downtown Shopping District
- □ Lighting in walkways
- Building facades*
- Maintenance of sidewalks and common areas*
- *Denotes Business Owner Issues

Accessibility

Parking

 Band shell, Pickard China, & Metra Station area are not easily accessible for pedestrians to Downtown Shopping District

Business Practices

- Little support and general apathy by business owners for cooperating and participating in Village or Chamber events*
- Lack of advertising*
- No coordinated holiday campaign for 2008*
- Inconsistent business hours*
- Visual merchandising standards*
- Cross promotions or events*
- Ineffective CRM programs*
- □ Lack of websites, e-tailing, social marketing*
- Downtown Shopping & Dining Guide Program
- 4 season 4 event strategy that generates patronage for business owners
- Denotes Business Owner Issues*

Threats

- Current recession will threaten current businesses
- □ Less new entrepreneurial ventures
- Decreased revenues will limit budgets of Village and business owners for capital improvements, marketing, and staffing
- □ Construction of Rt. 83
- □ Further development of strip malls or lifestyle centers outside of Downtown Shopping District

Opportunities for Village

- □ Prioritize & address aesthetic issues that are maintenance and signage related
- Improve streetscape appearance with more planters and landscaping buffers in parking lots
- Prioritize & address deteriorating sidewalks & improvement of pedestrian accessibility
- □ Offer façade grant program to building owners
- □ Plan events that attract patrons to Antioch that will generate revenue & foot traffic for business owners (4 season 4 major events)
- □ Assist with development of Shopping & Dining Guide Map

Opportunities for Village

- □ Launch the Downtown Antioch Art Program to transform the parking lot areas, celebrate the history of Antioch & create a cultural attraction for residents and visitors
- □ Support the development of a cohesive, professional marketing campaign to market Antioch
- □ Launch a Holiday 2009 marketing campaign to attract patrons to Antioch
- Continue to support business owners with educational seminars

Downtown Business Owner Opportunities

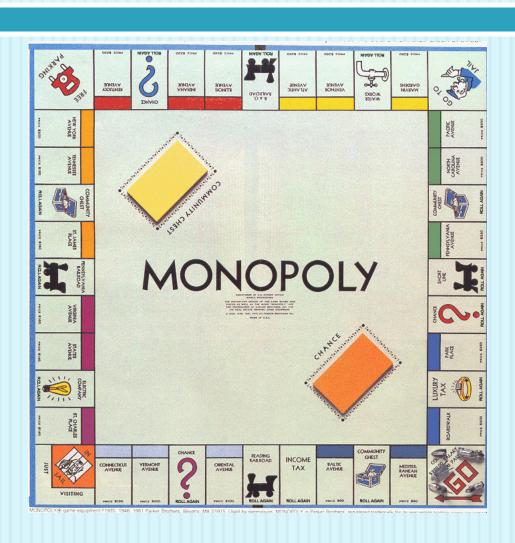
"Remember the dream you had that started it all?"

Downtown Business Owner Opportunities

What is within your control?

- People
- Product
- Service
- Standards
- Your Entrepreneurial Spirit

The Way It Was...



The Game Has Changed



Current Retail Market Trends

- □ High quality, unique wares with lower price points
- Conspicuous consumption is out
- Small luxuries are in
- Growing appreciation for unique, handmade items
- Quality vintage resale is hot
- □ Artisan foods, wine, & beer will continue to be strong
- Being health conscious remains strong
- Buying local is important

Making Calculated Moves

4 Strategic Moves to Increase Your Business in Today's Economic Climate:

- 1. Create a unique experience in a unique environment
- 2. Plan promotions and events
- 3. Communicate effectively
- 4. Create a relationship with your customer

1. Creating Unique Experiences in Unique

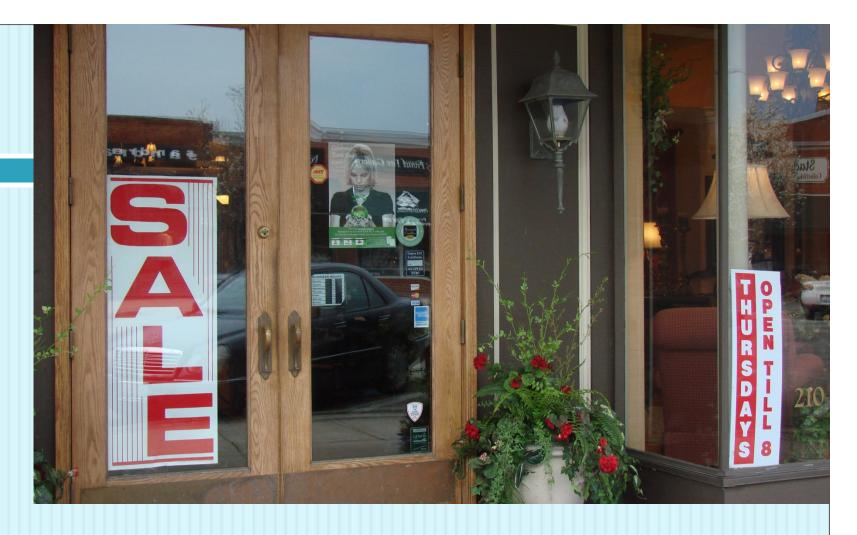
- Visual Presentation Environment
- Merchandise Assortment
- □ Service
- Internet Opportunities



Inviting Exterior



Signage



Window Signage



Window Display



Window Display



Threshold



Threshold

Engage with Sensory Focal Points

Create Dialogue



Share Samples



Merchandise Assortment

- Merchandise Filter
- Source New Vendors
- □ Add a New Promotional Line or Product Line

Service

- Living Brand Identity
- Attentive & Friendly



- □ Cheerful Greeting & Offer to Engage
- Exceed Your Customers Expectations

Service

Being Open When Your Customers Are Available to Shop and Dine



Internet Opportunities

Website

□ E-tailing

3. Communicate Effectively

- Email
- Text Messages
- Phone Calls
- Mail
- Traditional Advertising

4. Maximize Customer Retention

Create a Relationship with Your Customer

□ CRM

Utilize Social Marketing (Facebook, Blogs,

Twitter)



Make Calculated Moves

Be the chess player not the chess piece and have fun playing the game!



Positioning Destinations for Success

Destination Marketing & Advertising Services

Antioch Marketing Initiatives Update

Robin Malpass, Principal TDSM Agency, LLC May 12, 2008

GENUINE BRANDS

ECONOMIC IMPACT

- Provide Competitive Advantage through "Differentiation"
- Increase Revenues and Profitability
- Improve or "Revitalize" Image
- Enhance Opportunities for New Alliances and Partnerships

Brand Building Steps

- Brand Assessment Identify core strengths.
- BrandPromise Define the experience.
- Brand Blueprint Become distinctive in target audience's minds.
 - Brand Culturalization *Think like a brand;live the promise.*
- Brand Advantage Optimize economic impact!

Antioch's Brand

Brand Assessment – Core strengths:

Experiential Authenticity

Mid-century Architecture

Main Street "Charm"

Close Proximity to Neighboring Communities

Antioch's Brand

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Antioch Media Plan

Phase I: Lake County Summer Spaces Campaign

Schedule: May 31- August 15

Markets: Chicago, Chicago Suburbs, Lake County and Milwaukee

Media: Integrated, \$250,000+

Components: Print and Internet advertising, Landing Pages, Unique URL, and Sweepstakes

Results: 52,500+ Unique Visitors

Antioch Media Plan

Phase II: Antioch Campaign

Schedule: June 15 – July 31

Markets: Local +

Media: Integrated, \$40,000+

Components: Print and Internet advertising, Landing Pages, Unique URL, and Sweepstakes

Antioch Media Plan

MORE TO COME!

MAY 14, 2009

8:00 AM

